INFORMATION LETTER

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N.C.A. Publishes New Data on Canned Foods Nutritive Value

N.C.A. has published new scientific data on the nutritive values of canned foods and how canned foods may be used intelligently in modern menu planning and meal preparation.

In a new 8-page leaflet issued by the Consumer Service Division, the Association presents in tabular form the latest knowledge on the nutritional values of 72 canned food products, and other data on container sizes and average servings.

Such data has been published by the N.C.A. at various times and has been increasingly in demand by nutritionists, dietitians, home economics teachers, medical people, writers, food specialists in various fields, and by the general public.

The new "Canned Food Tables" contain five types of information about canned foods:

Table I lists the nutritive values of average size servings of all non-formulated canned food products for which reasonably complete data are available. The new table lists 72 products, compared with only 42 in previous editions of the table.

Table II lists daily dietary allowances recommended by the Food and Nutrition Board of the National Research Council.

Table III is a guide to the average servings of canned foods obtainable from cans or jars of various sizes.

Table IV lists the common container sizes.

Table V provides a guide to institutional users of canned foods for substituting one can for another size.

The new and enlarged section of "Nutritive Values of Average Size Servings of Canned Foods" replaces one which has been published by the N.C.A. Consumer Service Division for several years. About 700,000 copies have been mailed each year to home economics students and teachers, dietitians, and others interested in the nutritive value of foods.

The table of nutritive values was reviewed and brought up to date by staff members of the N.C.A. Research Laboratories in Washington and Berkeley.

The new table brings together the latest information on nutritive values of canned foods. It will readily be seen that foods canned commercially by modern methods retain in substantial degree all nutrients found in the corresponding raw foods.

Initial mailings of the new "Canned Food Tables" have been made to the N.C.A. membership and to leaders in the food field. Included are:

Nutritionists, dietitians, armed services and state health departments; state and local restaurant associations; industrial cafeteria managers; state and city school lunch supervisors; home economics departments of colleges; state and city supervisors of high school home economics; state library extension agencies; government and Red Cross home economists and nutritionists; home service directors of public utilities; extension and home demonstration leaders; business home economists and consultant writers; and magazine food editors, newspaper food editors, and radio and television people.

Publication of the new "Canned Food Tables" has been announced by N.C.A. in special releases to professional journals in those fields, to food technologists and scientific research personnel, to specialists in the raw products sciences, and to the canning trade papers.

N. C. A. Convention in Atlantic City Offers Opportunity for Exclusive Attention to Canned Foods Problems

"With canned foods interests represented exclusively, I look for a Convention at Atlantic City next January that will be a milestone in N.C.A. history," it was stated by President A. Edward Brown this week.

"It is shaping up as a gathering where sales, promotion, research, and production phases of food canning will be integrated in programs and schedules that appeal to all interests —canners, brokers, buyers and machinery and supplymen," he said.

"With the Christmas and New Year holidays behind us, we will be able most advantageously to concentrate at Atlantic City on the planning of canned food sales and production programs for the year 1958. It will be the first time that exclusive attention to canned foods matters has been possible, free of the distractions and competition of non-canned food interests. Heavy interest is being shown by those brokers that handle canned foods.

"Reports from the N.C.A. committees and staff reveal that programming and attendance indications are more than satisfactory at this stage of development. The figures increase daily, but today—almost four months before convening—more than half the normal canner attendance is in with their reservations; about a third of the canned foods brokerage fraternity; and there are indications that buyer attendance will be greater than in the past. Machinery, supply, and production personnel will be present at about the same attendance level."

Mr. Brown urged that canners who customarily use the Traymore, Shelburne and Ritz-Carlton hotels and have not yet sent their room requirements in to N.C.A. do so at once, explaining that a number of brokers also want to be booked in those hotels. "The staff is doing its best to keep canners, brokers and buyers happy with their Convention facilities but since these have traditionally been canner hotels, brokers seeking space there have been asked to await the completion of canner reservations. Some of them, understandably are getting impatient, and it may be necessary shortly to resort to a first-come-first-served basis with regard to those three particular hotels," he said.

The schedule on page 307 shows the breakdown of events by days, and includes the names of those speakers that have been firmly booked as of this date.

President's Conference on Research for Small Business Emphasizes Need, Opportunity, and Utilization of Research

The President's Conference on Technical and Distribution Research for Small Business, held in Washington this week, gave emphasis to how small business firms can utilize research effectively to improve their operations and increase their profits.

In formal addresses by government and business leaders, in small workshop sessions in which case histories were examined, and in informal discussions among those attending, attention was given to self-help programs in which small business can conduct research or organize cooperative research, and the many opportunities for the use of research were stressed.

It was brought out repeatedly that research does not necessarily involve large amounts of money and time, but rather the use of imagination, ingenuity, thoughtful observation and study, and the application of sound business principles.

This first national conference on technical and distribution research was called by the President for the benefit of small business. It was attended by about 1,000 members of business, research, and education, including a number of canners and N.C.A. staff members.

At the start of the conference, which covered three days, the President and other government officials cited the importance of small business. It was pointed out that 99 percent of the nation's retail, wholesale and service establishments have fewer than 50 employees, that 82 percent of the manufacturing firms have fewer than 50 employees, and 98 percent of the manufacturers have fewer than 500 employees.

Wilford L. White, Chief of the Managerial Assistance Division in the Small Business Administration, said that much research is unused by the small businessman. He emphasized that originators of research for small business need to understand the problems of small business, and he emphasized that research findings must be presented in understandable form and be brought to the attention of those for whom there is opportunity to utilize the research.

In listing sources from which small business receives research information, Mr. White credited trade associations with good progress in work on industry-wide problems and stated that more and more smaller operators are making use of trade association services tuned to their needs.

Harry W. Ketchum, Director of the Office of Distribution in the U. S. Department of Commerce, while speaking on research by the federal government, praised studies by the Agricultural Marketing Service of USDA and the Fish and Wildlife Service.

The most extensive of all government research in the field of distribution is that conducted in furtherance of the Agricultural Research and Marketing Act of 1946, he said. "Although these programs are designed ultimately to benefit the farmer, the research results are available to, and can be effectively used by, businesses engaged in the processing or distribution of farm and food products," he stated. "In fact, any benefits to the farmer from this type of distribution research must come as a result of the implementation of research findings by food processors and distributors in their actual operations."

Mr. Ketchum said that the research in distribution and operating methods being undertaken by the FAWS are expected to yield valuable information for those engaged in commercial fishing and in the processing and distribution of fish and fish products.

In small workshop sessions throughout the second day of the President's Conference, there was discussion of how individual small business operators utilize research and research methods in their own specialized problems.

It was pointed out in these discussions, in which those attending exchanged ideas, that a first step in the utilization of research is a recognition of the real problem, and the second basic consideration is a desire to do something about it. Assuming these considerations are met, the small business operator must know the kind of information needed and know where and how to obtain it, it was brought out.

Participating in these workshop sessions were the following representatives of the canning industry:

Henry P. Taylor, president of Taylor & Caldwell, Inc., Walkerton, Va.; Richard W. Rath, vice president for research and development, Rath Packing Company, Waterloo, Iowa; Dr. Roy C. Newton, vice president in charge of research, Swift & Co., Chicago;

Dr. Howard L. Stier, Director of the N.C.A. Division of Statistics; Dr. Ira I. Somers, Director of the N.C.A. Research Laboratories; and Charles R. Carry, executive director of the California Fish Canners Association.

Each had been invited to the Conference by the President. Mr. Taylor, Mr. Rath, and Dr. Stier served as chairmen at workshop sessions on production and distribution research. Dr. Newton, Dr. Somers, and Mr. Carry took part in such discussions.

The results of the President's Conference were summarized, September 25, by specialists in the fields of technical research and distribution research.

Charles N. Kimball, president of Midwest Research Institute and deputy chairman of the Conference for technical research, in his summation of the round of technical panel discussions, found that conferees agreed that regional offices of the Small Business Administration should be "strengthened" to give greater information service and advice to business; each small business should assign one man to technical research; and the government should make available "better explanations" of research findings and statistical studies.

Arthur H. Motley, president of Parade Publications, Inc., and deputy chairman for distribution research, said that on the marketing side it was generally concluded that not enough is being spent by business for marketing data; and distribution is just as "dynamic" as is technology and means just as much to a business.

One result of the President's Conference is a proposal that similar conferences be held on a regional or city-wide basis, and an organization handbook for such meetings is being prepared for use by those who may choose to organize them.

Tour of N.C.A. Laboratory

Thirty-two students and instructors from the U. S. Navy Environmental Sanitation School in Oakland, Calif., spent the afternoon of September 18 at the N.C.A. Western Research Laboratory in Berkeley. They toured the laboratory, and staff members discussed phases of research and canning technology of interest to the group.

After graduation the students are expected to have responsibilities involving the storage and use of large quantities of canned foods.

Forthcoming Meetings

Oct. 3-4—Quartermaster Association, Annual Convention, Fairmont Hotel, San Francisco

Oct. 7-8—Private Carrier Conference, American Trucking Associations, Inc., Annual Meeting, Conrad Hilton Hotel, Chicago

Oct. 10-12—Florida Canners Association, 26th Annual Meeting, Americana Hotel, Bal Harbour

Oct. 14-16—Sanitation Maintenance Show and Conference, Navy Pier, Chicago, Ill.

Oct. 20-23—National Association of Food Chains, 24th Annual Meeting, Sheraton Park and Shoreham Hotels, Washington, D. C.

Oct. 24-25—National Pickle Packers Association, 65th Annual Meeting, The Drake Hotel, Chicago

Oct. 28-31—National Industrial Packaging & Handling Exposition of 1957, Convention Hall, Atlantic City, N. J.

Nov. 4-6—Iowa-Nebraska Canners Association, Annual Meeting, Hotel Fort Des Moines, Des Moines

Nov. 7—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 11—National Canners Association, Northwest Branch, and Association of Pacific Fisheries, 44th Annual Joint Meeting, Washington Athletic Club, Seattle

Nov. 11—Tennessee-Kentucky Canners Association, Annual Convention, University of Tennessee, Knoxville

Nov. 11-12—Wisconsin Canners Association, 53d Annual Convention, Schroeder Hotel, Milwaukee

Nov. 18-20—Georgia Canners Association, Annual Convention, King & Prince Hotel, St. Simons Island

Nov. 20-22—Indiana Canners Association, Fall Meeting, French Lick-Sheraton Hotel, French Lick

Nov. 21-22—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Nov. 24-25—Pennsylvania Canners Association, 43rd Annual Convention, Yorktowne Hotel, York

Dec. 3—Minnesota Canners and Freezers Association, 51st Annual Convention, Radisson Hotel, Minneapolis

Dec. 4-6—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore, Md.

Dec. 5-6—New York State Canners and Freezers Association, 72d Annual Convention, Hotel Statler, Buffalo

Dec. 9-10—Ohio Canners Association, 50th Annual Convention, Neil House, Columbus

Dec. 9-10—Ontario Food Processors Association, Annual Meeting, Royal York Hotel, Toronto, Ont.

Dec. 14—National Food Sales Conference, National Food Brokers Association, The Conrad Hilton, Chicago

Jan. 6-8—Northwest Canners and Freezers Association, Annual Convention, Olympic Hotel, Seattle

Jan. 7-9—Ontario Food Processors Association, Fieldmen's Conference, Agricultural College, Guelph

Jan. 8-10—Illinois Canners Association, Canners School, University of Illinois and Urbana-Lincoln Hotel, Urbana

Jan. 9-10—Canners League of California, 35th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 17-18—National Preservers Association, Annual Meeting, Atlantic City, N. J.

Jan. 20-23—National Canners Association and Canning Machinery and Supplies Association, 51st Annual Convention, Atlantic City, N. J.

Jan. 27-29—Canadian Food Processors Association, Annual Convention, Seigniory Club, Montebello, P. Q.

1958 Canners Convention Schedule

(TENTATIVE—SUBJECT TO REVISION AND ADDITION)

	Monday Jan. 20	Tuesday Jan. 21	Wednesday Jan. 22
8:00 to 12:00	CANNER-BROKER-BUYER CONFERENCES		
	Annual Meeting 10:00 to 12:00	Marketing Session 10:00 to 12:00 Cdr. Edward Whitehead Pres., Schweppes (U. S. A.) Ltd. A. C. Nielsen, Jr., Pres., A. C. Nielsen Company James A. Weaver James A. Weaver Company Esther Foley Macfadden Publications, Inc.	Research Session 10:00 to 12:00 Dr. Robert E. Olson University of Pittsburgh Dr. Emil M. Mrak University of California
12:00 to 5:30	CANNER-BROKER-BUYER CONFERENCES		
	N. C. A.-C. M. & S. A. Technical Session 12:00 to 2:00	Raw Products Technical Session 12:00 to 2:00 Food Editors Luncheon 12:00 to 2:00	N. C. A.-C. M. & S. A. Technical Session 12:00 to 2:00 Raw Products Technical Session 12:00 to 2:00
Evening	CANNER-BROKER-BUYER CONFERENCES		
	Young Guard Banquet	N. C. A. Banquet and Entertainment	C. M. & S. A. Dinner Dance

1957 Pack of Canned Peas

The 1957 pack of canned peas was 37.8 million actual cases and was 14 percent higher than the 1956 pack, according to a report by the N.C.A. Division of Statistics.

Pack by States—The biggest increases in the 1957 pack were reflected in the Midwestern states. Wisconsin, Minnesota, and Illinois each reported packs that were approximately one-third greater than a year ago. The 1957 pack in New York and Maine exceeded 1 million cases for the first time in several years and was more than double than the 1956 pack. The pack of Early Junes was about 32 percent above the 1956 pack while the pack of Sweets in 1957 was only about 10 percent above a year ago.

PACK OF PEAS BY STATES

State	1956	1957	Percent change from 1956
	(thousands of cases)		
N. Y. and Maine	497	1,098	+121
Maryland	1,104	881	−20
Pennsylvania	660	589	−11
Illinois	3,100	4,225	+36
Minnesota	3,750	4,955	+32
Wisconsin	11,795	15,292	+30
Mont. and Wyo.	301	328	+9
Idaho and Utah	[a] 1,246	[a] 1,440	+16
Wash. and Ore.	[a] 8,466	[a] 6,560	−23
Other states [b]	2,169	2,439	+12
U. S. Total	33,094	37,807	+14

[a] Does not include pack of Early Junes, which is included in "other states."

[b] Includes Del., Va., Ohio, Ind., Mich., Iowa, Ark., Colo., and Calif.

Supply—For the fourth consecutive year the total supply of canned peas has increased. The total supply (including distributors stocks) for the 1957-58 marketing season totals almost 45 million cases compared with 38.4 million cases last year, an increase of 6.4 million cases. Canners' shipments during the past three years have averaged 30.6 million cases. Distributors' stocks have tended to decline. Distributors were holding on June 1 of this year 3.1 million cases. This quantity is the equivalent of about one month's supply of the average rate of retail shipments.

SUPPLY OF CANNED PEAS, 1954-57

	1954	1955	1956	1957
	(millions of cases)			
Carryover, June 1:				
Canners	4.2	1.9	2.1	3.9
Distributors	3.6	3.3	3.2	3.1
Pack	27.2	31.2	33.1	37.8
Total supply	35.1	36.4	38.4	44.8
Canner shipments	29.6	31.0	31.3	....

Distribution of Pack by Can Size—The biggest increase in the 1957 pack occurred in the No. 10 cans where the pack was 43 percent greater than a year ago. The pack of 303's was up 17 percent, and the 8-ounce was up 11 per cent. The pack of No. 1 Picnic declined to about one-half the pack of a year ago.

PACK OF PEAS BY VARIETY, CAN SIZE AND GRADE

	Early June		Sweets	
	1956	1957	1956	1957
	(thousands of cases)			
48/8Z:				
Fancy	616	671	3,787	3,273
Ext. Std.	145	181	419	353
Standard	77	81	155	106
24/303:				
Fancy	1,606	2,311	11,973	12,964
Ext. Std.	1,390	1,658	5,091	6,259
Standard	1,334	1,859	2,273	2,504
6/10:				
Fancy	120	219	771	1,075
Ext. Std.	351	478	1,679	2,399
Standard	283	452	474	668

1957 PACK OF PEAS BY CAN SIZE

	1956	1957	1956	1957
	(thousands of cases)		Percent of total pack	
24/303	23,668	27,556	72	73
6/10	3,696	5,290	11	14
48/8Z	5,200	4,665	16	12
48/1P	436	209	1	1
Misc.	94	87	(a)	(a)

[a] Less than one-half of 1 percent.

Quality of Pack—Fifty-five percent of the total pack this year is of Fancy quality, compared with 58 percent a year ago. Distribution of quality is shown in the following table for the 1956 and 1957 seasons.

1957 PACK OF PEAS BY QUALITY

	1956	1957	1956	1957
	(thousands of cases)		Percent of total pack	
Fancy	19,277	20,691	58	55
Ext. Std.	9,202	11,438	28	30
Standard	4,615	5,678	14	15

PACK OF GREEN PEAS, IN CASES, ALL SIZES, 1956 AND 1957

	1956		1957	
	Early June	Sweets	Early June	Sweets
	(actual cases)		(actual cases)	
Northeast:				
New York and Maine	.....	497,264	.....	1,098,385
Middle Atlantic:				
Maryland	364,780	739,430	209,875	671,137
Pennsylvania	202,020	457,087	144,197	444,575
Other states	147,844	85,443	78,008	55,740
Midwest:				
Ohio	36,150	(a)	60,947	(a)
Indiana	283,082	.....	206,226	.....
Illinois	503,830	2,595,729	716,508	3,507,976
Michigan	.....	240,665	(a)	292,819
Minnesota	829,376	2,926,546	1,380,909	3,593,727
Wisconsin	2,875,232	8,919,113	4,363,733	10,928,718
Other states	217,208	116,713	239,775	211,891
West:				
Montana and Wyoming	.....	301,067	.....	328,058
Idaho and Utah	(a)	1,246,325	(a)	1,440,425
Washington and Oregon	(a)	8,465,935	(a)	6,559,917
Other states	531,071	491,167	613,584	679,603
U. S. Total	6,010,593	27,083,384	7,903,972	29,812,971

[a] Included in other states.

1957 Pack of Apricots

The 1957 pack of canned apricots totaled 5,119,747 actual cases, compared with the 1956 pack of 5,085,303 cases, according to a report by the N.C.A. Division of Statistics.

State	1956	1957
	(actual cases)	
Utah	12,317	109,834
Wash.-Ore.	29,685	67,379
California	5,043,301	4,940,034
Other states	.....	2,500
U. S. Total	5,085,303	5,119,747

1957 Pack of Sweet Cherries

The 1957 pack of canned sweet cherries totaled 1,502,847 actual cases, compared with the 1956 pack of 1,055,966 cases, according to a report by the N.C.A. Division of Statistics.

State	1956	1957
	(actual cases)	
Michigan	72,270	165,128
Wash.-Ore.-Idaho	299,888	785,531
California	678,285	544,329
Other states	5,523	7,859
U. S. Total	1,055,966	1,502,847

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of August has been reported by the Agricultural Marketing Service of USDA at 130,729 thousand pounds, including quantities for defense.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, AUGUST, 1957

	3 Lbs. & over	Under 3 Lbs.	Total
	(*in thousands of pounds*)		
Luncheon meat	11,317	7,564	18,882
Canned hams	8,897	347	9,244
Beef hash	378	5,032	5,410
Chili con carne	679	12,959	13,638
Vienna sausage	120	5,318	5,438
Frankfurters and wieners in brine	7	684	691
Deviled ham	.....	695	695
Other potted and deviled meat products	.....	3,048	3,048
Tamales	100	2,237	2,337
Sliced, dried beef	26	262	288
Chopped beef	40	1,348	1,388
Meat stew	243	7,100	7,343
Spaghetti meat products	169	10,056	10,225
Tongue (not pickled)	52	142	194
Vinegar pickled products	743	1,387	2,130
Sausage	2	356	359
Hamburger	195	2,637	2,832
Soups	1,079	13,827	14,906
Sausage in oil	423	316	739
Tripe	.....	231	231
Brains	.....	231	231
Loins and picnics	1,937	112	2,049
All other products 20% or more meat	986	6,302	7,288
All other products less than 20% meat (except soup)	484	17,113	17,597
Total all products	27,877	99,306	127,183

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 130,729 thousand pounds.

American Home

Food director June Towne presents the feature, "Take A Can of Pears," in the October issue of the *American Home* magazine.

"Speaking of pears, they're a pantry must. You can do so much with a can of pears that it's hard to imagine anything more universally appealing than this delicious fruit," says Mrs. Towne in her introduction to the six recipes in the article. The versatile selection includes "pear-fruited coffee cake," "blushing pear salad," "pear honey," "pear trifle desert," "pear crisp," and "pickled pears."

Each dish is shown in a handsome color photograph and also in black and white photos accompanying the recipes, which are set up in recipe card size for easy clipping and filing.

Forecast for Home Economists

The Foods and Nutrition Section of the October issue of the magazine *Forecast for Home Economists* is devoted entirely to canned foods.

The section "Management of Canned Foods" is introduced on the cover with an attractive color photograph credited to the American Can Company. It is described as the "appetizing Dutch Dinner," and as illustrating modern ingenuity. All dishes are made with canned foods; each has an idea for a new way to serve that particular food. The menu, recipes and a black and white photograph are found in the section.

Esther Kimmel, editorial director, says, "Forecast proudly presents this new approach to the teaching of canned foods, prepared with the help of leaders in the industry. Although management is stressed, creative ideas, menus and recipes are given as well."

Various canning companies with test kitchens, the N.C.A. Consumer Service Division, staff members of DAY as part of the C. & T.R. Program, and the American Can Company contributed material and information for the articles and supplied the photograph illustrations and recipes.

The following articles make up the canned foods section:

"Teaching Management of Canned Foods" points out that the problem of food management begins in the store. Among these thousands, the canned foods group takes a prominent place. Their range is wide, including more than 500 items, their cost is low, and their capacity for long storage at ordinary temperatures is unique. Whatever other foods the young homemaker may select, she will always have canned foods on hand as a mainstay, as a supplement, and to extend the variety and nutritive values of her menu." A short history of canning is given and the convenience of canned foods is pointed out.

The next two in the series of articles are "Shopping" and "Storage," in which the importance of reading the label, convenient canned foods storage areas, and storing canned foods after they are opened are discussed. Suggested projects on shopping and storage are given to aid the teacher in planning her classroom activities.

The "Meal Preparation" article is introduced: "Meal preparation may be approached partly in the classroom and partly in the kitchen. The classroom is the place for a discussion of nutritive values, balanced meals, and economical planning. The kitchen is the place to illustrate the lessons learned theoretically in the classroom. Given a meal to prepare, with a time and money limit, the student can discover at first-hand how to make the most of what she has put in her market basket." This article is also accompanied by suggested classroom projects.

"The Creative Touch and Canned Foods" begins: "It's the little things which often make the successful hostess, the creative cook." Short recipe suggestions for using canned vegetables, fruits, meats and poultry, fish and seafoods, and soups are given.

Another article in the series, "A recipe to remember . . . Hash 'n' Eggs," tells how this recipe can be used in class to teach various cookery techniques and how using canned corned beef hash cuts the preparation time to fit in with limited class time.

The last in the series, "Menu-Planning Aid—Meals in Minutes," is a four fold pull-out section, giving 16 menus and recipes, each illustrated with a black and white photograph. The menus and recipes included 66 uses of canned foods.

Forecast magazine goes to junior and senior high school teachers and college home economics departments throughout the country, as well as to home economists in government, business and other professional fields.

California Olive Association

Dan Carter of Bell Packing Company, Berkeley, was elected president of the California Olive Association recently at the group's annual meeting.

Frank J. Oberti of G. Oberti & Sons, Madera, was elected vice president, and Miss Erline Hevel, San Francisco, was reelected secretary-treasurer.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1956	1957
	(*thousands of dozens*)	
Canner stocks, Jan. 1	77,017	74,965
Pack, Jan.-Aug.	94,672	104,660
Supply	171,689	179,625
Canner stocks, Sept. 1	60,697	63,375
Canner shipments during Aug.	14,388	14,248
Canner shipments, Jan.-Aug.	110,992	116,250

Assurances Given U. S. on Dollar Trade Liberalization

Assurances obtained by the United States at a GATT meeting in Geneva this summer regarding dollar trade liberalization—the freeing of imports of dollar goods from quantitative restrictions—are expected to benefit U. S. agricultural producers and exporters.

The dollar trade liberalization assurances were obtained in multilateral consultations between contracting parties to the General Agreement on Tariffs and Trade and eight European countries which, for balance-of-payments reasons, are still controlling imports from the United States and other countries by means of quantitative restrictions.

Several countries reported that they had already extensively liberalized private imports of U. S. agricultural products and, in some instances, were planning further liberalization.

Greece has liberalized all private imports of agricultural products.

The Netherlands has liberalized more than four-fifths of its agricultural imports, as well as its total imports, from the dollar area. Preserved fruits are among the U. S. products already liberalized, and citrus fruit and fruit juices are among the items for which import licenses are being issued liberally.

Norway has liberalized tomato paste in large containers.

Denmark has liberalized a substantially larger sector of its agricultural imports than of its other imports from the dollar area.

Sweden had previously liberalized dollar imports of some fruit and berry juices.

West Germany's dollar trade liberalization in the food and agricultural sector has lagged considerably behind that in other sectors.

Austria has liberalized citrus fruit juices in bulk and canned grapefruit and peaches, and is reported to be considering a new liberalization measure.

Italy has liberalized only a few U. S. agricultural products.

However, in addition to the quantitative restrictions on private imports of dollar goods, a substantial part of Europe's agricultural imports is effected through government agencies or corporations which by law have been granted monopolies in the importation of certain commodities.

The U. S. received assurances from the countries having monopoly import controls that they would buy in accordance with commercial considerations so as to afford adequate opportunity to compete in the sales to these institutions.

The balance-of-payments consultations were the first of a three-group series involving GATT countries. Object of the meetings is to examine the need for the maintenance of certain import restrictions, imposed for balance-of-payments reasons, and to explore the possibilities of reducing the impact of these restrictions upon the trade of other countries and progressively eliminating the restrictions.

Fall consultations are to be held with Brazil, France, Finland, Japan, Turkey, and the following members of the Sterling area: Australia, Ceylon, Federation of Rhodesia and Nyasaland, India, Pakistan, New Zealand, Union of South Africa, and the United Kingdom.

A summary report, *Status of Quantitative Import Control over Selected U. S. Agricultural Exports, 16 European Countries* (FAS-M-11-Rev., Sept., 1957), is available from the Foreign Agricultural Service, U. S. Department of Agriculture, Washington 25, D. C.

Citrus Juices under P. L. 480

USDA has amended its Purchase Authorization No. 40-06 issued to Iceland under Title I of P.L. 480 to provide for purchase of an additional $40,000 worth of canned citrus juices.

As amended, the authorization provides for purchase of $80,000 worth of canned citrus juices. The authorization provides for contracting through November 30 and deliveries through December 31.

Purchases will be made by the Federation of Icelandic Cooperative Societies, 60 East 42d St., New York City.

FDA Prune Juice Standards

Notice is given in the *Federal Register* of September 26 that the deadline for filing briefs in connection with the proposed FDA amendment to the definition and standard of identity for canned prune juice has been further extended from September 23 to October 28.

Sorkin Named in USDA

Martin Sorkin, an agricultural economist, has been appointed assistant to the Secretary of Agriculture. He succeeds Don Paarlberg, who recently became Assistant Secretary for Marketing and Foreign Agriculture.

Mr. Sorkin has specialized in price support work since 1954.

Potato Diversion Program

A program to assist producers in marketing 1957 fall crop potatoes was announced by USDA September 23. The program is essentially the same as that operated during the past year.

Under the program, USDA will make payments to producers on specified qualities and sizes of potatoes diverted into starch, feed, and flour. The potatoes must be U. S. No. 2 or better in quality, and measure not less than 2 inches in diameter or weigh not less than 4 ounces each. The USDA announcement stated:

"A basic requirement of the program is the development of approved plans at state or area levels to market only good quality potatoes for consumers. Representatives of the nationwide industry have recommended to USDA, and USDA concurs, that production on acreage in excess of the Department's acreage-marketing guides (issued last February) should be withheld from commercial food markets."

New USDA Research Facilities

Funds have been made available for construction of several new facilities for research by the Agricultural Research Service of USDA.

The new National Seed Storage Laboratory will be built at Ft. Collins, Colo., to store germ plasm for use in developing better crops. ARS experiments in horticulture, soils, and water will be conducted at a new facility at Weslaco, Tex. Utilization of fruit and vegetable crops will be studied at a new building in Winter Haven, Fla. And a poultry brooder house will be constructed at the Agricultural Research Center, Beltsville, Md.

The seed laboratory will be constructed on the Colorado State University campus on a site made available through the institution. Independently controlled storage chambers for seed, a seed germinating laboratory, and office space will be in the new two-story structure.

The Weslaco building will have controlled variable temperature rooms for soil physics, chemistry, and fertility work.

The Winter Haven facility will be air conditioned and will have constant temperature storage rooms. One section will include a pilot plant for preparing food products, particularly from citrus crops, under controlled conditions.

Radiation Facility Installed for USDA Fruit Fly Research

Installation of a 400-curie radioactive cobalt-60 unit, with enough gamma-ray capacity to provide approximately 60,000 roentgens of ionizing radiation per hour, has just been completed at the Fruit Fly Laboratory in Honolulu, Hawaii, operated by the USDA's Entomology Research Division.

The radioactive-cobalt unit, sealed in nearly 4 tons of lead to protect technicians from the harmful effects of the gamma rays it emits, was recently lowered by crane onto its reinforced concrete pedestal in a special building constructed at the Fruit Fly Laboratory.

This equipment is an important addition to entomological research facilities available in the Hawaiian Islands. It will be used in studies to determine whether the highly penetrating gamma rays emitted by the radioactive cobalt will effectively eliminate or render harmless fruit fly infestation in fruits or vegetables, and thus provide a practical quarantine treatment. The unit will also be used to determine whether the method for releasing irradiated sterile flies, which has been used successfully to eradicate screw-worm flies from the island of Curacao in the Carribean Sea, may be applicable also to fruit-fly problems.

The radioactive-cobalt unit has a "hot" inner chamber large enough (5 inches in diameter by about 11 inches long) to treat fruits as big as papayas and mangoes or many thousands of immature stages of fruit flies. A special hoist device, manipulated by an operator standing at a safe distance behind a guard rail, is used to insert a canister containing material to be irradiated and to remove it after treatment. A thick lead shutter opens and closes the treatment chamber before and after the desired dosages of radiation have been applied.

Cost of materials and equipment for the unit, including construction of the special building on a plot of ground provided by the Regents of the University of Hawaii, was approximately $15,000.

The radiation facility was installed by M. E. Jefferson, radiological safety officer of USDA's Agricultural Research Service, and J. F. Mullins, head of the Instrument Development Section in the Service's Soil and Water Conservation Research Division.

Mr. Jefferson and Mr. Mullins have instructed personnel of the Honolulu Laboratory in the operation of the new facility and in simple precautions that must be maintained. Responsibility for the radioactive cobalt in the radiation facility and its safe usage has been assigned by the Atomic Energy Commission to J. W. Balock of the Fruit Fly Laboratory.

The new sealed radiation facility, which has been nearly two years in the planning and construction stage, was built specifically to meet the requirements of Hawaiian fruit-fly research. The design and installation of the unit was the outgrowth of promising results obtained in preliminary cooperative studies conducted during the past few years with a low-capacity, 1-curie cobalt-60 gamma-ray source by L. D. Christenson, L. F. Steiner, and Mr. Balock of the Fruit Fly Laboratory, and G. O. Burr of the Hawaiian Sugar Planters Association Experiment Station.

Poultry Products Inspection Act

Features of the recently enacted compulsory poultry inspection law are explained in a new USDA publication, *Questions and Answers on the Poultry Products Inspection Act.*

This 8-page non-technical pamphlet explains principal provisions of the law, conditions under which poultry processors will be affected, and procedure for installation of inspection service.

The Poultry Products Inspection Act requires that by January 1, 1959, all poultry and poultry products moving in interstate or foreign commerce, or in designated major consuming areas, be inspected for wholesomeness. It also requires that packages of these poultry food products be properly labeled and marked with the official inspection mark. The law provides that application for compulsory inspection service may be made after January 1, 1958.

The new inspection law will be administered by the Inspection Branch of the Poultry Division, Agricultural Marketing Service, the agency which has for the past 30 years conducted a voluntary poultry inspection program. The voluntary program, for which the applicant pays costs, will be continued for poultry processors as long as they are not subject to the mandatory inspection provisions of the law.

Copies of *Questions and Answers on the Poultry Products Inspection Act* (AMS-208) may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Price Support on Corn

As in 1956, price support will be made available for 1957-crop corn in the designated commercial area which is not produced under acreage allotment controls, it was announced by USDA September 20.

The minimum national average support for 1957-crop corn which is produced in compliance with acreage allotments is $1.36 a bushel. This level is subject to recalculation at the beginning of the marketing year, October 1. The additional corn support, available for farmers in the 894 commercial counties who do not produce within acreage allotments, will be at an average of $1.10 a bushel.

USDA said that record supplies of feed grains are in prospect for the 1957-58 feeding year. In addition to a large 3.2 billion bushel corn crop, the barley crop is indicated at record size and the production of sorghum for grain is almost two and a half times the 1956 production. The broadened corn price support program is aimed at stabilizing the situation for both feed grain and livestock producers.

Tax on Mobile Farm Machinery

In Revenue Ruling 57-440, the Internal Revenue Service has announced that the manufacturers excise tax on motor vehicles will not apply to sales of certain types of equipment designed for off-highway use.

The pertinent portion of the Ruling states that the manufacturers excise tax imposed by section 4061(a)(1) of the Internal Revenue Code shall not apply to sales on and after October 1 of:

"(1) Automobile truck chassis and bodies, truck trailer and semitrailer chassis and bodies (except low-bed trailers and semitrailers), and tractors, which have an over-all width of more than 102 inches unless their width can readily be reduced to 102 inches or less without materially affecting the designed utility of the articles, as for example, by removal or substitution of wheel spacers, hub caps, tires, wheels, mudflaps, clearance lights, or other projections or appurtenances; or

"(2) Any article, regardless of width, which is designed or adapted by the manufacturer for purposes predominantly other than the transportation of persons or property on the highway even though incidental highway use may occur."

Business Situation Marked by Rise in Consumer Buying

The rise in consumer purchasing which has accompanied the advance in personal income has been the major influence in the continued uptrend in the value of total national output in recent months, the Office of Business Economics, U. S. Department of Commerce, reported in the September issue of the *Survey of Current Business*.

Price advances continue to be a factor in the dollar-value increase but, despite the mixed picture displayed in particular parts of the economy, the volume of national output remains at a high and stable rate. Viewed in broad perspective, the current trends are summarized by the OBE in the following review of major business indicators.

Personal income continues to establish monthly records, and for the first 2 months of the third quarter (July-August) averaged 6 percent higher in dollars and about 2 percent more in purchasing power than in the same period of 1956. Higher wage and salary payments have been important in the increase this year. Employment in nonagricultural pursuits has remained high, changing little on a seasonally corrected basis in recent months, but recording an increase during the summer of 900,000 in comparison with a year ago.

The most important plus factor in the business situation at present, OBE stated, is the record high rate of consumer spending, which has advanced in line with the flow of income. Practically all of the rise has resulted from higher outlays on nondurable goods and services. Aggregate sales of durable goods have shown little change so far this year, with variations in sales movements among individual products, but the aggregate dollar total has been somewhat above last year.

Business expenditures for plant and equipment, currently at a record high, are expected to level off during the second half of 1957 and to reach a total of $37 billion for the year as a whole. This would exceed last year by 6 percent, adding a record amount of productive facilities.

Increases in business capital investment in 1957 over the year 1956 are expected in manufacturing, railroads and public utilities. Programs of the public utilities industries show the largest rise in 1957—about one-fourth—while manufacturers anticipate a $16.2 billion outlay, 8 percent above 1956.

The steel expansion program is progressing steadily. More than 5 million tons of ingot capacity were added last year and another 7½ million tons are scheduled to be completed this year. As a result OBE noted that steel capacity at the end of this year is expected to be 141 million ingot tons, or nearly 60 million tons more than at the end of 1939.

Investment in inventories has changed little so far this year, but here the major aspect for the general business pattern is the fact that inventory accumulation has been small in contrast to the substantial rise last year. This changed inventory policy of business has been a moderating influence tending to lessen the general pressure on prices. The volume of inventories has increased about $1 billion at an annual rate since the beginning of this year, compared with the rate of rise of $5 billion during the same period a year ago.

Housing construction is stable, following the declines of substantial magnitude which occurred in 1956 and earlier in 1957. The value of residential building, as well as the number of housing units started remains below a year ago.

Purchases by state and local governments continue their steady rise, averaging about $½ billion per quarter at annual rate, while federal purchases, which have been increasing moderately since the spring of last year, are now tending to level off.

Food Broker Directory

The new edition of the directory of members of the National Food Brokers Association has been mailed by N.F.B.A. to canners and other food processors.

The new directory lists 1,861 member food brokers, the largest number since the founding of the N.F.B.A. The directory lists N.F.B.A. members in the United States, Canada, Hawaii, Alaska, Mexico, Cuba, and Puerto Rico.

A new feature of the directory is the addition of separate listings of special services provided by food brokers. Also, a number of product classifications have been expanded. As in the past, the directory includes discussions of such subjects as how to obtain food broker representation, how to obtain the greatest benefits from food brokers, and the basis for computing brokerage and when brokerage is due.

The N.F.B.A. Directory is available without charge to established business firms. It may be obtained by business executives by writing on their company letterhead to the National Food Brokers Association, The N.F.B.A. Building, 1916 M Street, N.W., Washington 6, D. C.

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